



WSA Review

February 2003

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Agenda



- Search Engine Optimization Recommendation
- Review Content Owner's "Toolkit"
- Review 2003 Proposed Site Updates to Relevant Sections
- Discuss WSA Web Presence Opportunities



Search Engine Optimization

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Search Engine Optimization (SEO)

- **What is SEO**

- The process of ensuring that each of the various elements that search engines evaluate within a web site (title, keywords, description), are properly prepared in an effort to increase the opportunity for users to reach a site as a result of searching online

- **Why is SEO necessary**

- Current Google result for "cigarette ingredients" search (Rank #21 – pg. 3):

Philip Morris USA - Our Products - Ingredients in Cigarettes

... Philip Morris USA Supports Government Review of Cigarette Ingredients PM USA believes that the government should review the use of ingredients in cigarettes ...
www.philipmorrisusa.com/our_products/ingredients/ingredients_in_cigarettes.asp

- **What SEO will do for pmusa.com**

- Increase search result rankings
- More effectively describe content
- Increase traffic to the appropriate content



SEO: Pages Proposed for Optimization

1. Our Products
2. Ingredients in Cigarettes
3. Health Issues
4. Cigarette Smoking and Disease
5. Addiction
6. Quitting Smoking
7. Low Tar Cigarettes
8. Secondhand Smoke

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Content Owners Toolkit

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Content Owners “Toolkit”

- Purpose:**

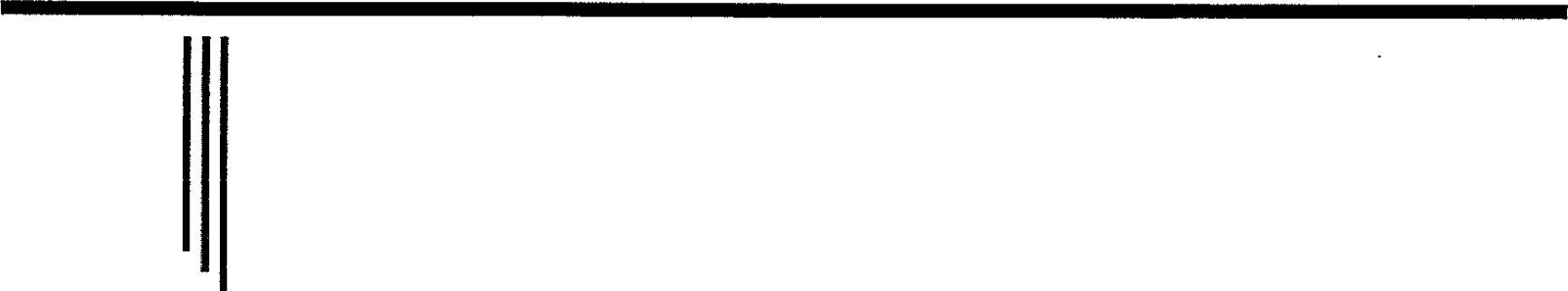
- A set of guidelines and approval forms designed to assist Content Owners in developing and maintaining accurate and up to date content on philipmorrisusa.com

- Contents:**

- Summaries of Roles and Responsibilities
 - Guidelines, instructions and forms required for content owners to:
 - Review content of assigned sections for accuracy and relevance monthly
 - Revise, obtain approvals and submit content as necessary
 - Identify new content including new links and external opinions
 - Identify potential new content areas for philipmorrisusa.com

- Review Toolkit**

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Proposed PMUSA.com Updates

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2003 PMUSA.com Proposed Updates

PMUSA.com Mission:

- The purpose of philipmorrisusa.com is to be the primary communications resource for all stakeholders

How we accomplish our Mission:

- Create a site which is user friendly
- Architecture organized from a user's perspective
 - Content is clearly written and displayed
 - Content is logically organized on each page
 - Create a site which contains up to date content
 - Create a site which draws attention to our key messages
 - Create a site which is visually appealing

Additionally, pmusa.com provides users with 2 detailed sections – YSP and Press Room – that combine the goals of pmusa.com with an approach that appeals to the sections targeted audience

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2003 PMUSA.com Proposed Updates

- Cross link T&N ratings and Ingredients by Brand charts
- Move Tar & Nicotine link to internal link on Low Tar Cigarettes page
- Add third-party quotes from old Quitting Smoking page back into the Health Issues: Quitting page
- Move Quitting link to internal box on Health Issues: Addiction
- Add introductory paragraph to Health Issues landing page
- Move “The FTC Cigarette Test Method for Determining Tar, Nicotine, and Carbon Monoxide...” from external to internal link on Health Issues: Quitting.

2003 PMUSA.com Proposed Updates cont.

- Change names of Surgeon General links on to accurately reflect what type of page they link to (summary vs. full report, etc)
- Tar & Nicotine: Resources page should be rewritten and reorganized – links need to be written consistently
- Add non-tobacco component graphic to “View Ingredients” pages
- Add NEJM link to Health Issues: Low Tar
- Condense external links, add link to CDC and link to PMUSA surgeon general page on Health Issues: Secondhand Smoke
- Add links to Ingredients in Cigarettes and Low Tar Cigarettes on the Tar & Nicotine Numbers Charts page



Health Issues Content Tone Exploration

Purpose

- As part of the global site improvements, content tone will be reviewed in an effort to better connect with Stakeholders by delivering content that is:
 - More clearly written and displayed
 - Logically organized
 - Delivers a more user friendly, transparent, credible voice

Example

- Review of current “Cigarette Smoking and Disease” landing page and proposed re-write

Next Steps

- Define process for moving forward with content re-writes

Development of WSA Section on PMUSA.com

As a result of preliminary discussions concerning the development of a WSA section within pmusa.com, fundamental requirements need to be defined in order to move forward

Questions that need to be answered...

- What are your Goals?
- What is your Objective?
- Who are you trying to reach?
- What do “they” want learn?
- What do “you” want to provide?
- Where else can they find this type of content on the web?